

YOUR CONNECTION TO THE GOODNESS THAT GROWS IN NORTH CAROLINA

THE LINC



Summer 2006

Got to Be NC Unveils Secret Weapon... And More!

This summer, the Got to Be NC campaign unveiled its secret weapon, a high-powered catapult, to deliver food fast and fresh to consumers.

The premise of the 30 - second TV spot is that the best way to get the freshest products is to purchase them from local farmers and food producers. The commercial shows a grower loading up his custom catapult and launching various NC produce items into the air. Meanwhile, a family stands ready for their fresh delivery. It is airing on select stations around the state, and there are plans to add the spot to GottoBeNC.com for viewers to enjoy.

The spot was produced in such a way that we will be able to feature specific NC produce items as they come into season. Viewers will be reminded that fresh NC products are available now and arriving daily.

This spot will air on TV stations such as WITN – Greenville, WBTV – Charlotte and News 14 Carolina. In addition, a variety of radio commercials and on-air promotions will air on stations like WQDR, WPTF and Foxy 107.1/104.3 in Raleigh; WMAG and WTQR in Greensboro; WNCT, Greenville; WRNS, New Bern; WKSF, Asheville; and Foxy 99.9, Fayetteville.

The campaign is being funded in part by the grant funds received from the Golden LEAF Foundation to promote the Got to Be NC campaign.



Those Trucks Keep Rolling

Following up on an article in the spring newsletter ("Got to Keep Those Trucks Rolling!"), the NCDA & CS has more news to share. Many of our commodity associations have purchased banners to have their products featured on the trucks. Below are photos of some of the new banners that you have seen or will see on NC highways this summer.

The trucks are part of Food Distributions' fleet that delivers USDA approved foods to schools, disaster relief agencies, charitable institutions and others throughout the state.



We're reaching thousands of people everyday just by traveling the state's highways!



See inside for more news about the Goodness Grows Program, Retail, Food Service, Produce and International.

Got to Be... One of the Boys of Summer

Got to Be NC has teamed with the Durham Bulls, Carolina Mudcats and Kinston Indians for some summer fun.

Home games during the 2006 season encourage fan participation with Got to Be NC.

We are running on-field promotions during all Mudcats and half of the Bulls home games. One of the promotions has fans competing to successfully complete a puzzle featuring the Got to Be NC logo in the shortest time. The winners win Goodness Grows in North Carolina / Got to Be NC prize packs that include gift certificates from Texas Steakhouse.

Catch a game, catch some fun and maybe even catch some great prizes from Goodness Grows in North Carolina.

For more information about getting involved with GGINC on promotions like these, contact Jeff Thomas at 919.733.7887 or jeff.thomas@ncmail.net.



Goodness Grows On The Roads

Show your support for Goodness Grows in NC and NC's number one industry. If you are interested in a GGINC license plate for your personal car or company fleet go to www.goodnessgrows.org to download an application.

Please note that we are required to have 300 paid applications before the tags can be printed.



North Carolina Strawberry Festival

The 74th North Carolina Strawberry Festival in Chadbourn, NC was held on May 6th & 7th Friday & Saturday. This year's event featured not only delicious North Carolina Strawberries, but also a Hot Air Balloon event.

Got to Be NC Strawberries was a big hit for the Chadbourn area. Commissioner Steve Troxler spoke at the Strawberry Festival luncheon along with, Dewey Hill (Agriculture Chairman) and Miss North Carolina. See event pictures below;

Commissioner Troxler after his remarks.



Strawberry President Crystal Beers presenting a flat of Strawberries to the Morning Show Host and Hostess of WECT - 6 Wilmington, NC

Picture of an 18-piece puzzle that was seen from the Hot Air Balloons.
Got to Be NC Agriculture



Friday night's Encounters concert, was held at Chadbourn Elementary School Gym due to rain. The theme was "Up, Up and Away on Strawberry Day".

Kevin Hardison along with Milton Parker retired former Columbus County Extension Agent, judging Strawberries.



This year we supported the NC Strawberry Festival with signs and other printed materials. Commissioner and Mrs. Troxler participated in various events throughout the festival including riding in the parade. The Got to Be NC 14-foot box truck was also in this year's parade of over 200 plus entries.



Retail

- **B&B Distributors has continued to** gain distribution of North Carolina products within Lowes Food Stores, Piggly Wiggly and Harris Teeter stores. They are currently working on other opportunities as they present themselves. Stay tuned for the next newsletter with other success stories.
- **Grocery stores to launch campaigns** throughout the state. Watch for NC product displays, ads, demos and custom signs in selected stores. Retailers like Wal-Mart and Food Lion will launch new campaigns featuring NC products. Large product displays, new signs and store display contests will entice customers to buy NC. Other chains will use a variety of means to sell more NC products, so watch out for these new activities!
- **Shown below is the new** shelf tag that we will be using to help identify North Carolina items at retail with store permission.



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**Every purchase means marketing funds
for the Goodness Grows program!**
Offered by Bank of America / MBNA.

Foodservice

Restaurant Finalists Announced for "Best Dish in North Carolina"

It's time for the best restaurants in North Carolina to dish out the competition.

Restaurants are divided into two categories: independent and chain.

Independent restaurant entries are required to have a North Carolina location, while each chain restaurant must have at least three locations in the state.



Judges narrowed down the competition to five independent and three chain restaurants for their creativity and use of North Carolina products. The five independent restaurant finalists include The Angus Barn and 18 Seaboard in Raleigh, Bistro-By-The-Sea in Morehead City, Crippen's Country Inn & Restaurant in Blowing Rock and Childress Vineyards in Lexington. The finalists in the chain restaurant category include K & S Cafeterias, Earth Fare Cafés and BBQ & Ribs Co.

All dishes feature North Carolina products, including seafood, meat, produce and condiments. Restaurant finalists are required to serve and feature their entry dish for a four-week period from April 28th through July 31st.

Three prominent judges from North Carolina's foodservice industry will visit the finalists as mystery guests to sample and select NC's best dish. Judges will score featured dishes based on use of local products, how it is featured, creativity, taste and presentation.

Contest results will be announced in August. Winners receive a generous cash prize, prominent statewide advertising, a feature in the Goodness Grows section at the NC State Fair and bragging rights of being the best!

Visit each restaurant yourself and decide the Best Dish in North Carolina yourself by sampling the featured dishes and voting for your top pick online. For voting, locations and entrée listings for each restaurant go to www.goodnessgrows.org and click on the "Best Dish" logo.

Produce

NC Watermelon Facts and Ideas

Watermelon isn't just for summer picnics anymore. This deliciously sweet fruit is available year-round. And it's perfect for every meal occasion from breakfast, lunch, appetizer and entree to dessert. It's healthy and nutritious, but most importantly it tastes great. It's perfect for people who are trying to eat healthier, but don't want to give up great taste, which is just about everybody! North Carolina's season is from early July till early September.

• Store Watermelon on the Warm Side

Compared to most fruits, watermelons need a more "tropical" climate - a thermometer reading of 55° F is ideal. However, whole melons will keep for 7 to 10 days at room temperature. Once a melon is cut, it should be wrapped and stored at 36° -39° F.

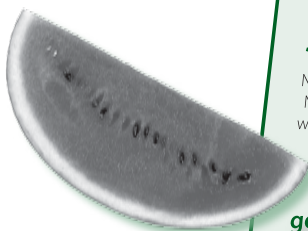
• Removing Seeds is a Breeze

Although a majority of the watermelons available are seedless, these instructions will remove seeds quickly and easily: Wash and quarter a whole melon, then cut each quarter into three or four wedges. Cut lengthwise along the seed line with a paring knife, and lift off piece. Using a fork, scrape seeds both from the removed piece and the remaining flesh on the rind. Use for cubes or continue with recipe.

• Safe Handling Practices

According to the FDA, you should wash all fruits and vegetables, including all melons, in clean, running water before eating them. You should also use clean knives and cutting surfaces. Additionally, persons preparing melons, fruits, vegetables or other foodstuffs should thoroughly wash their hands with soap and water prior to preparing the food for eating.

Goodness Grows in North Carolina hopes these facts help you enjoy your watermelon this summer. For information and locations where you can buy your fresh NC watermelon, please visit the Goodness Grows General store at www.goodnessgrows.org.



Governor Proclaims July 2006 Watermelon Month

North Carolina Governor, Mike Easley, proclaimed July 2006 as North Carolina Watermelon Month. Let's all enjoy some juicy watermelon in celebration of its new fame of having an entire month named for it. But remember, to enjoy truly fresh watermelon, it's Got to Be NC Watermelon.

got to be **NC** WATERMELONS
Goodness Grows



NC Peaches... Not Having Any Is The "Pits"

Delicious North Carolina Peaches will soon make their appearance. They are packed with sweet flavor and are not just for pies and cobblers. Peaches are an asset to a well-balanced diet; they are naturally high in vitamins A, C and beta-carotene and low in calories, fat and sodium. For those on a low-carbohydrate diet, peaches can make a great addition with only 10 grams per one medium size peach. Peaches naturally attract customers with their vibrant colors and pleasant aroma.

The peach harvest in North Carolina begins near the first of June and continues through August. With over 1,000 acres in production, this year's peach crop promises to be one the best ever.

To sample some of NC's great peaches, visit a peach event near you.

Peach Day at Piedmont Triad

Farmers Market in Greensboro

July 14

10:00am till 1:00pm

Peach Day at Southeast

Ag Center in Lumberton

July 22

11:00am till 1:00pm

Peach Day at State

Farmers Market in Raleigh

July 27

11:00am till 1:00pm

NC Peach Festival

Candor, NC

July 15

10:00am till 3:00pm

For more great peach information, contact Kevin Hardison at Kevin.Hardison@ncmail.net or 919-733-7136 or visit www.ncpeach.com or www.ncfarmfresh.com.

International

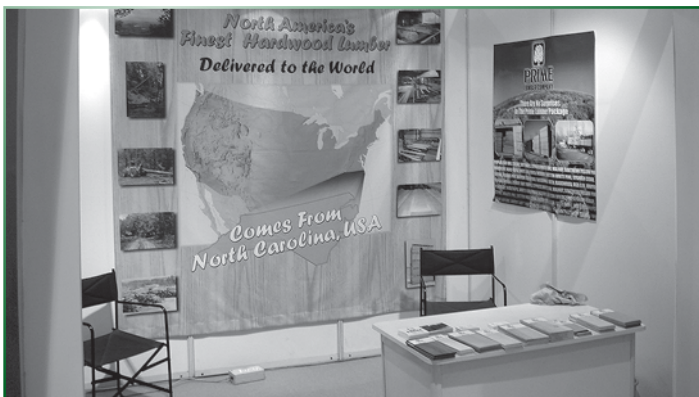
Forest Products Activities

In February we traveled to Bangalore, India to exhibit at their premier wood industry trades show. Prime Lumber Company, a North Carolina hardwood lumber producer, accompanied us from Thomasville. The show was a first step into this market for most of North Carolina's hardwood lumber industry. The show proved to perform much better than anticipated and demonstrated there is interest in North Carolina's hardwood lumber species. NCDA & CS Marketing Specialists will be returning to India in 2007 on a multiple state trade mission of hardwood producers. Hardwood producers are encouraged to participate in this great opportunity to connect in this growing market.

The NCDA & CS has an opportunity for North Carolina lumber producers to participate in a wood industries trade show in Shanghai, China in June. This is made available through a group effort made by several states international trade specialist from the hardwood producing region working together to form the "Hardwoods States Export Group".

The NCDA & CS is also working in conjunction with the North Carolina Department of Commerce and the Appalachian Regional Commission to host special "Appalachian Pavilions" for lumber producers and furniture manufacturers at this year's "Furniture Manufacturing and Supply Show 2006" in Shanghai, China in September. It promises to be a good event resulting in more export sales of North Carolina products.

For more information, contact Tony Gunter at 919.733.7912 or tony.gunter@ncmail.net.



Central American Press Mission to NC

Working through the Southern US Trade Association (SUSTA), the NCDA & CS hosted two Central American journalists in April. One journalist each from El Salvador and Costa Rica visited North Carolina and Alabama to hold meetings with companies involved in international trade, as well as government and academia. The goal of the visit was to educate Central American citizens on the quality and value of Southern US agricultural products, as well as to highlight the cultural, tourism and trade opportunities between the US, Costa Rica and El Salvador.

NCDA & CS Goes Caribbean

Southern US Trade Association (SUSTA) activity managers, including the NCDA & CS International Marketing section, hosted a food service promotion and chef demonstration in conjunction with the Caribbean Basin Agricultural Trade Office and the US Meat Export Federation. During the events, Southern region companies promoted their products to a targeted group of food service buyers in Port of Spain, Trinidad, and Tortola, British Virgin Islands. In addition, the USMEF sponsored an educational seminar presented by Chef Helmut Holzer who performed cooking demonstrations with the products of the participants.

The Caribbean tourism industry is continuing a gradual recovery. Tourism is expected to grow by an average of 4.5 percent annually through 2010. In addition, local residents continue to dine more frequently at casual and fast food restaurants. Some of the world's most acclaimed chefs are working in the Caribbean. Using high quality ingredients, these chefs and their restaurants often are a valuable platform for U.S. food and beverage products. As a result of these three factors, the total food market is expected to grow 3% to 5% over the next few years, including a rise in the U.S. share of the market.

For more information on opportunities like this, contact John Jenkins at 919.733.7887 or john.jenkins@ncmail.net.

International

(cont)

Food & Hotel China 2006 – Beijing

Food & Hotel China 2006 is China's leading international food and beverage event. Hosted twice a year, once in Beijing and again in Shanghai, FHC attracts thousands of visitors and acts as a vital link for US exporters and Chinese importers to connect. FHC Beijing is the only professional international trade show for food and hospitality industries in the Chinese capital. This is a one-stop show for all segments of the food and beverage industry.

FHC Beijing provides a unique opportunity for companies to capitalize on the 2008 Summer Olympics, to be held in Beijing. Beijing's food and drink market is expected to grow to an estimated \$460 billion over the next 5 years, ultimately making it the world's 2nd largest retail food market.

Upcoming Tradeshows

September 2006

Restaurant Show, London

October 2006

SIAL Paris, Paris

November 2006

Americas Food & Beverage, Miami

For more information on upcoming international shows and trade events, contact John Jenkins or Tony Gunter at 919.733.7887.

Need Logos?

got to be
NC
AGRICULTURE

We have a new site where you can download the logos for Goodness Grows in North Carolina and Got to Be NC.

www.ncagr.com/markets/gottobe/logo

If you have any questions about logo usage, contact Jeff Thomas at 919.733.7887 or jeff.thomas@ncmail.net.



got to be **NC.com**
Goodness Grows in NC

**Surf over to
gottobenc.com
and order a shirt, hat
or toy truck.**

***Don't forget to enter to win
the monthly prize drawing.***



Membership Criteria Changes

The GGINC Membership criteria has been revised after a careful review of our current requirements and the needs of our members.

Here is a quick summary:

Certain items may be processed out-of-state, because in-state processors are not available for some products. Therefore, as long as the primary ingredient is grown in NC by a GGINC member and shipped to the processing facility, the product may qualify for membership. The facility must be approved by the NCDA&CS. Other rules apply and are available online or from our office.

Membership categories have been revised to more effectively reflect the products in each category. Specific categories outline what products are acceptable.

Membership applications now require specific documentation. This may include an inspection by a NCDA&CS specialist, County Extension Agent farm verification letter, inspection certificate or other means.

For more information and a complete listing of the membership criteria, please visit www.goodnessgrows.org. The NCDA&CS reserves the right to deny membership or revise rules at any time. If you have any questions regarding the changes mentioned here, please contact Jeff Thomas at 919.733.7887 or jeff.thomas@ncmail.net.

Welcome to Our Newest Goodness Grows in North Carolina Members

Since the last newsletter we have had several new members join the Goodness Grows in North Carolina program. Please join me in welcoming them to the membership.

- **A&A Plants Inc.** – Grower of bedding plants, potted plants, perennials, trees and shrubs – *Brown Summit, NC*
- **All About Service, Inc.** – Maker of Chef Thom's Sauces and Cookies – *Youngsville, NC*
- **Bailey Farm Produce & Garden Center** – Grower of fruits and vegetables – *Fuquay-Varina, NC*
- **Barbee Farms** – Produce grower – *Concord, NC*
- **Blue's BBQ, Inc.** – Maker of Carolina Pepper Sauce – *Concord, NC*
- **Blue Sky Farms NC, Inc.** – Grower of basil & culinary herbs, sweet corn and tomatoes – *Wendell, NC*
- **Bogue Sound Growers Association, Inc.** – Watermelon grower association – *Newport, NC*
- **Bo's Berry Patch** – Strawberry, onion, sweet corn and watermelon grower – *Rowland, NC*
- **Bucks Corner Farm** – U-Pick-We-Pick-Strawberries, Bogue Sound Watermelons, and other produce – *Peletier, NC*
- **Burgess Farms** – Peanut, corn, cotton, soybean and wheat producer – *Conway, NC*
- **Café Zito** – Restaurant featuring fine North Carolina Products such as lamb, poultry, grass fed beef, Fin fish, shellfish and produce items – *Morehead City, NC*
- **Captain John S. Pope Farm** – Grower of free-range Dorper Sheep – *Raleigh, NC*
- **Carolina Cut Flower Farm** – Fresh cut flowers, greenhouse flowers and row crops – *Castalia, NC*
- **Cleveland Farmers Market** – Market featuring an assortment of North Carolina grown or raised products – *Casar, NC*
- **Deep Creek Farms** – Grower of various raw crops and livestock – *Yadkinville, NC*
- **Franklin County Natural Beef** – Natural beef and pork – *Louisburg, NC*
- **Guthrie Farm Produce** – Produce grower – *Newport, NC*
- **Hawaiian Dave's Tropical Treats LLC** – Gourmet beef jerky producer – *Durham, NC*
- **High Country Tree & Wreath Farm** – Fraser fir, box wood and holly grower, Laurel Springs, NC
- **Hopkins Poultry Company, Inc.** – Producer of poultry, beef and pork products – *Browns Summit, NC*
- **L&G Farms** – Producer of homegrown produce and Christmas trees – *Benson, NC*
- **McLean's Ole Time Café** – Family restaurant using quality NC products – *Zebulon, NC*
- **Meadow Lane Farm & Leonard Family Farm** – Pasture-based Angus Beef – *Louisburg, NC*
- **Meats Etc., Inc.** – Seller of North Carolina wines and baked products – *Clayton, NC*
- **Mitchems Farm** – Grower of melons, squash, sweet corn and half-runner beans – *Vale, NC*
- **New Light Farm, LLC** – Producer of registered Angus and natural beef – *Wake Forrest, NC*
- **Nona & Papa's Veggie Shack** – Operator of a Road Side Vegetable Stand – *Sophia, NC*
- **Parker's Barbecue** – Restaurant featuring North Carolina products – *Greenville, NC*
- **R&R Associates** – Maker of Barbecue Sauces – *Warsaw, NC*
- **Rabbit Ridge Nursery** – Grower of container and seasonal nursery products – *Coats, NC*
- **Red Rocks Café** – Restaurant featuring North Carolina ingredients - *Huntersville, NC*
- **Sharpies Grill & Bar, LLC** – Restaurant featuring North Carolina products – *Beaufort, NC*
- **Some Kinda Good, LLC** – Maker of Some Kinda Good BBQ Sauces – *Raleigh, NC*
- **Stone Mt. Valley Cheese, Inc.** – Maker of fresh queso fresco, ricotta, cheddar, and pepper cheeses – *Traphill, NC*
- **T.L. Herring & Company** – Processor of fresh pork products and link sausage – *Wilson, NC*
- **Teachey Produce Inc.** – Grower of collards, mustard greens, turnip salad, turnip roots, kale, cress greens, spinach, radishes and sweet corn – *Rose Hill, NC*
- **Walker Farm** – Bean, broccoli, corn, cucumber, green pepper, white potato, pumpkin, tomato grower – *East Bend, NC*
- **Whispering Dove Goat Ranch** – Producer of goat meat products, eggs and raw honey – *Jacksonville, NC*



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The Exclusive Golf Tournament

for Members & Supporters of the Goodness Grows in North Carolina Marketing Program!

September 13-14, 2006
Foxfire Golf & Country Club

Your Cost of \$95/player Includes:

Breakfast, Lunch, Dinner

Fun Foods Factory Gift Bag

Official House-Autry/GGGO Apparel

Beverages from Cheerwine, Pepsi, & LeBleu Water

Contests on Every Hole! Lots of Prizes!

Registration begins at 8 AM - Shot-Gun Start at 10 AM

Dinner & Awards Ceremony Follows the Tournament

Watch your mail for your official application and pick your day to play!

THE LINC

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